

TRENDS INFOGRAPHIC

Social Commerce



55% of global internet users are **social shoppers***

The rise of social commerce is underpinned by the growth of mobile connectivity

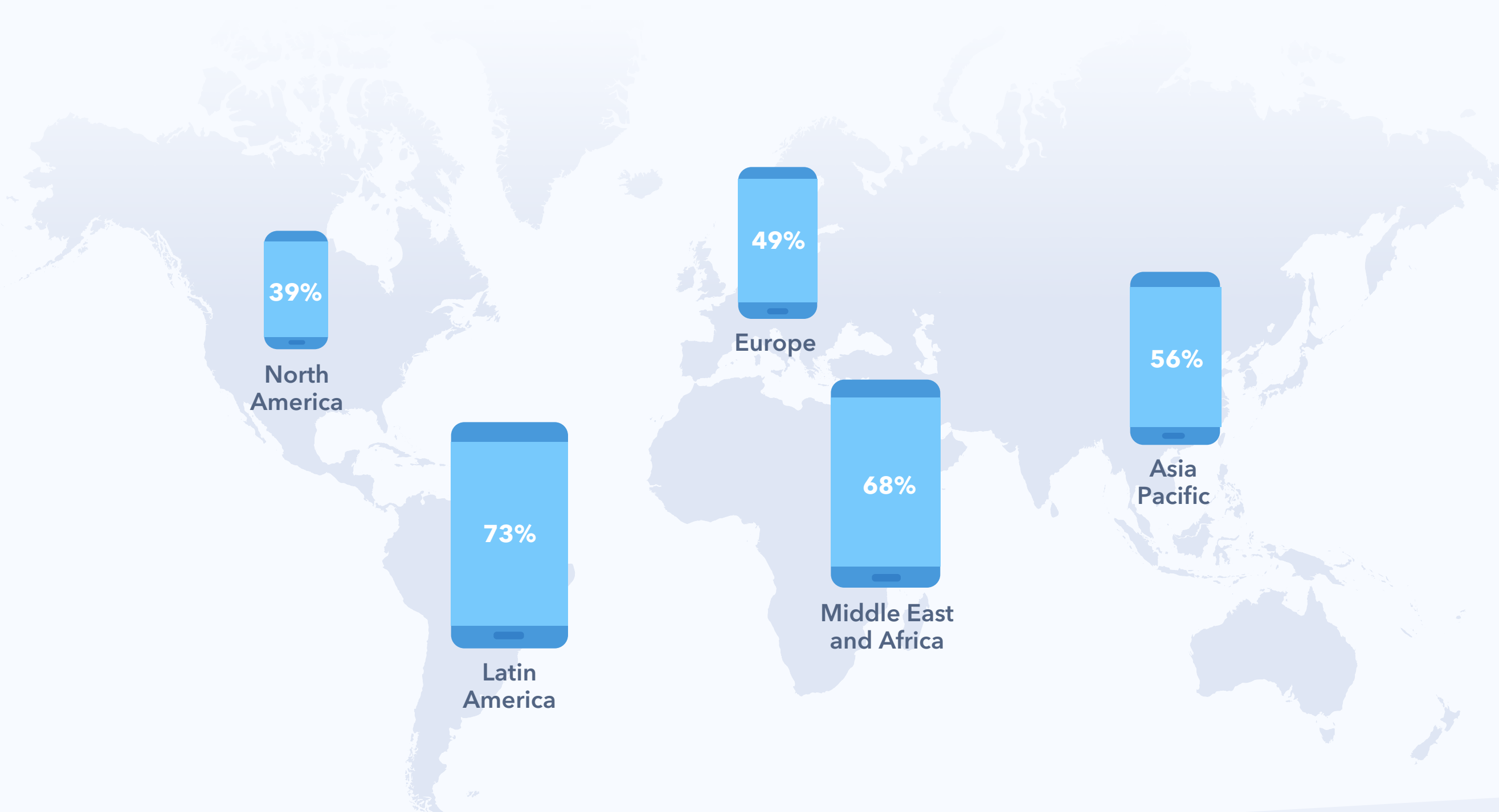
% of internet users who have used their smartphone to access the web



*Social shoppers are defined as any of the following: those who use social media to research/find products to buy; those who say social media is one of the main sources when looking for more information about a product/brand/service; those who report that the option to use a "buy" button on social media would make them more likely to purchase something online

Social shopping is most prevalent in emerging markets

% of internet users who are social shoppers by global region



Influencers are accelerating the rise of social commerce



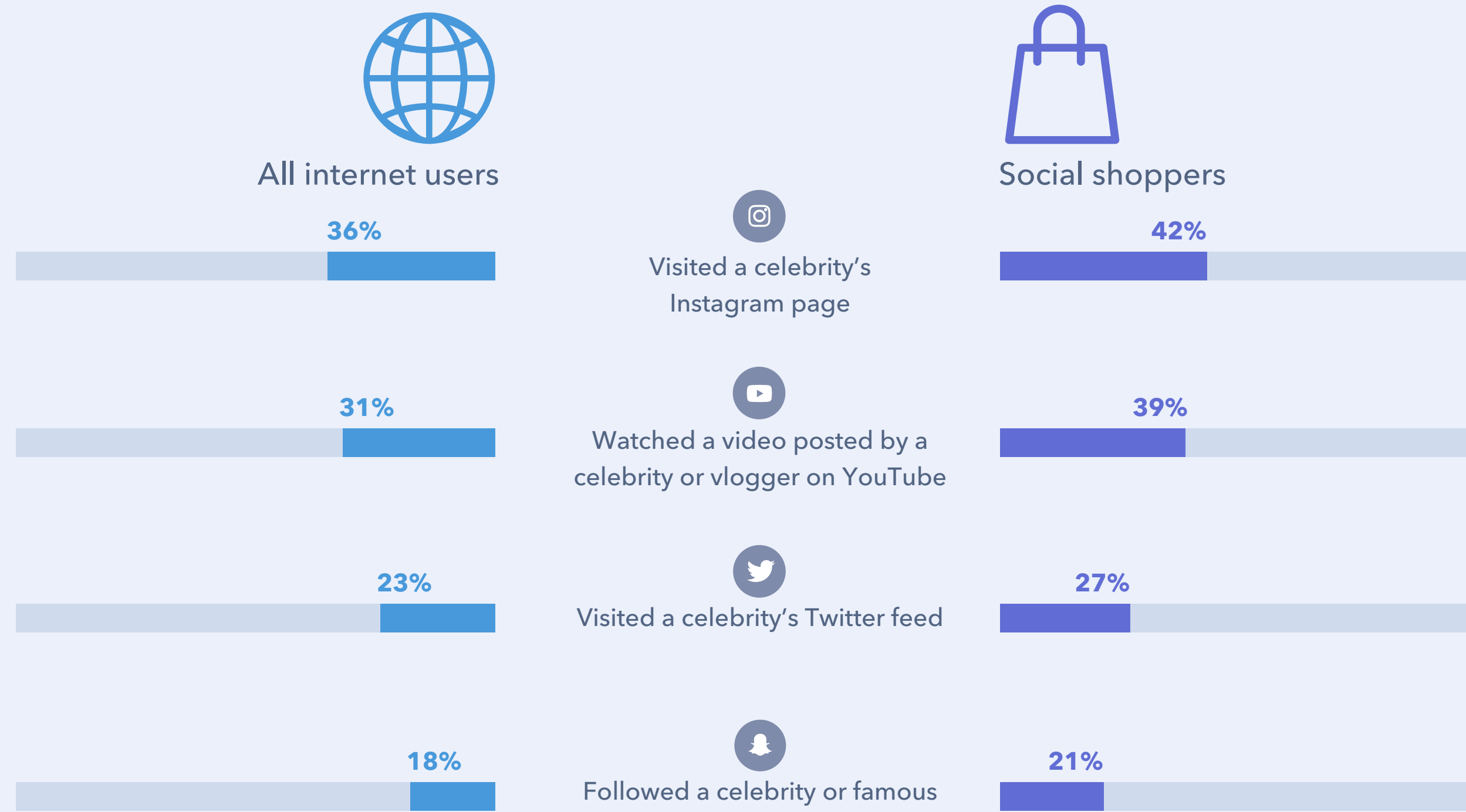
One-fifth of internet users turn to social media to follow celebrities, rising to 28% among social shoppers.



14% find out about new brands and products via celebrity endorsements - 19% for social shoppers.

Influencers are great for creating brand communities and fostering a personal connection between brands and consumers.

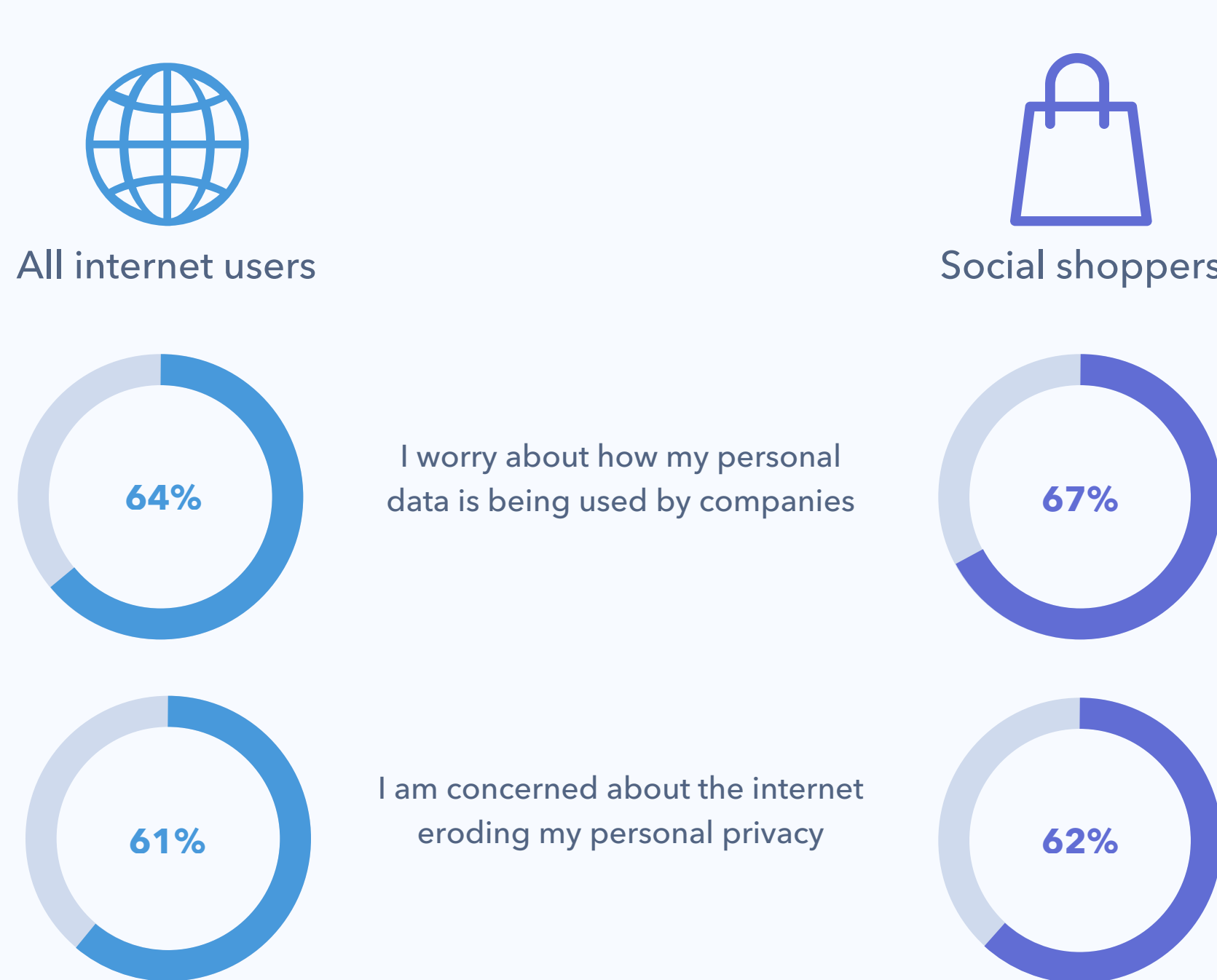
% who have done the following in the past month**



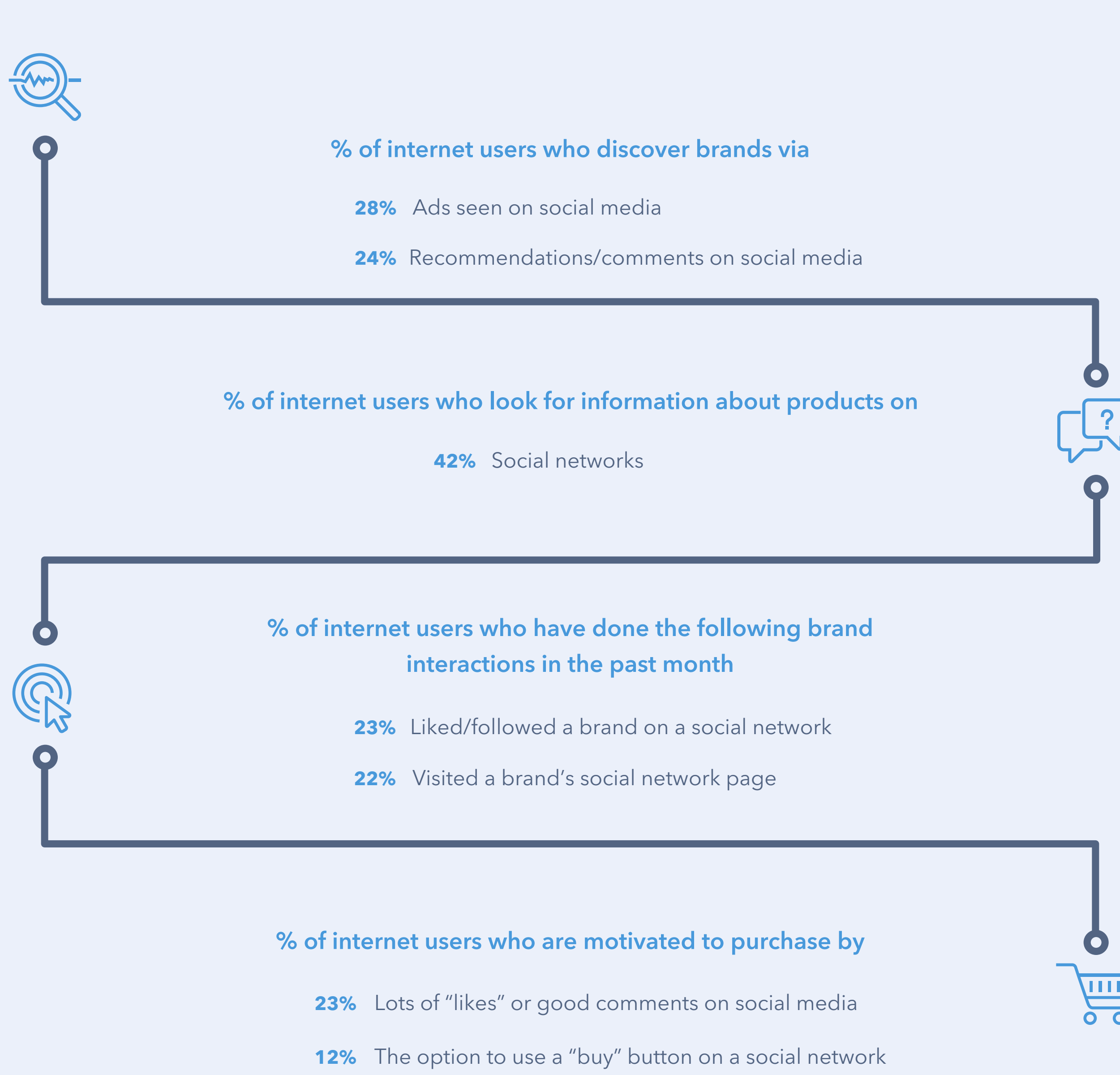
** Please note these figures are based on each platform's visitors/users.

Security and privacy issues pose a challenge

% who agree with the following statements



What is the role of social media in the path to purchase?

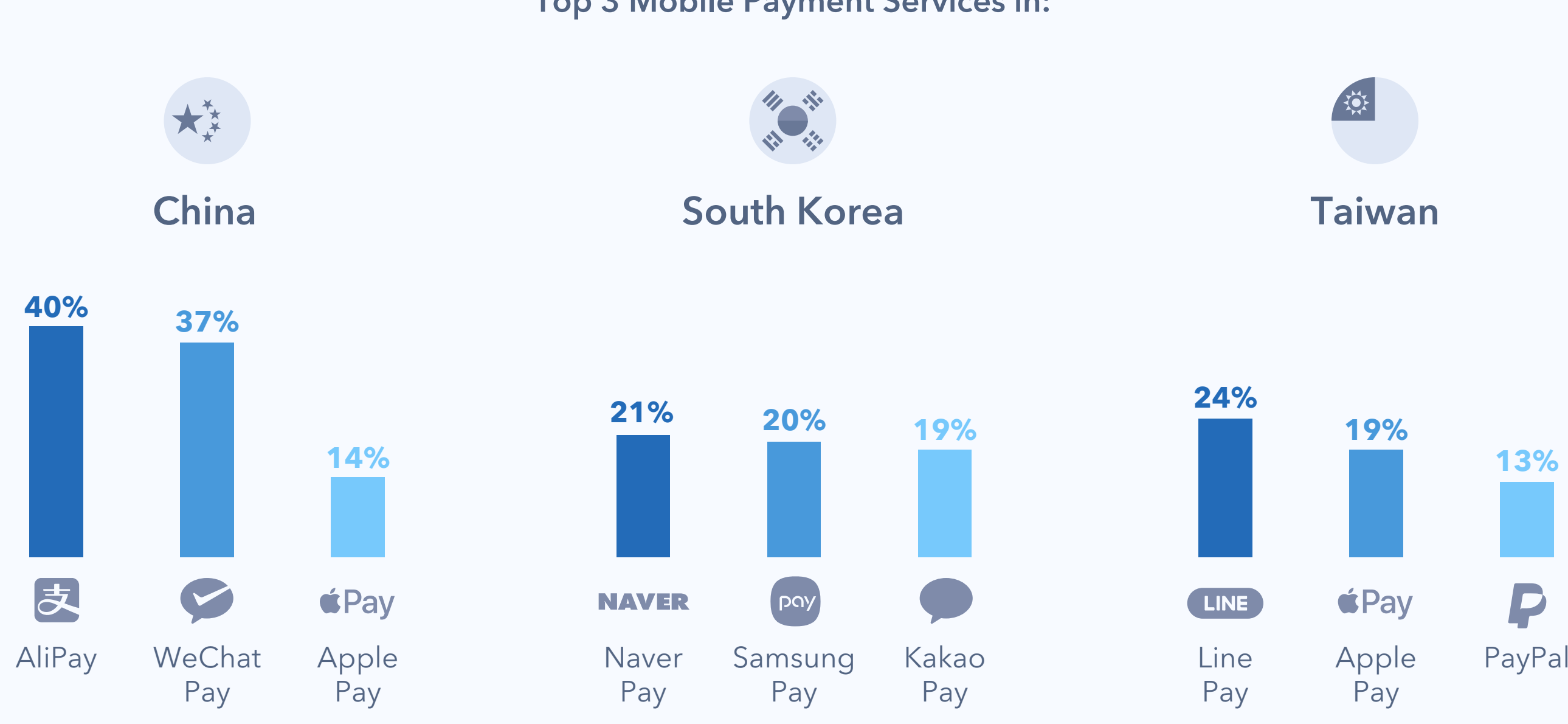


Social channels are a popular space for discovery and research, but are yet to fulfill their potential when it comes to completing a purchase.

What can we learn from APAC?

% of social shoppers in select APAC markets who have used the following mobile payment services

Top 3 Mobile Payment Services in:



The APAC "super app" model creates an integration of payment services within social platforms, providing a seamless shopping experience.